

Subject – ISO certification for Department of Public Relations

Ref – Tender Notice inviting proposals from consultancy firms by 31/12/2009

**A brief introduction -**

Department of Public Relations has published a tender notice inviting proposals from consulting firms for providing consultancy in acquiring ISO certification for the department of Public Relations. The last date for submission of the proposals is 31/12/2009. A brief note on the working of the department is as under for the information of the interested consultancy firms.

The department shall evaluate the proposals so received and accordingly further course of action shall take place. The firms are required to submit the proposal along with the financial bid that is the fees structure they offer against providing the consultancy. The proposal shall be evaluated on the basis of the constructive stipulations for elevation and the effective working of the department of Public Relation in accordance to the ISO standards.

The Mumbai University with over 7 lacs students base, 650 affiliated colleges and being the premier varsity of the University with five star NAAC accreditation with potential to excel, intends to have a befitting department of Public Relations, and hence the tender.

**A note on the working of Department of Public Relations**

The department of Public Relations – University of Mumbai is headed by Public Relations Officer (PRO) who is in the grade of Deputy Registrar. The staff includes – 1 stenographer, 3 clerks and 3 peons.

### **Scope of the work –**

- 1) Daily news analysis – The department peruse all the news papers and the relevant and important news cuttings are submitted to the kind notice of Hon'ble VC and Registrar with remarks. The news also brought to the notice of the students, or staff of the University whenever necessary.
- 2) SGRC working – SGRC is the Students Grievance Redressal Cell of the University of which the Deputy Registrar (Public Relations) is the Member Secretary. The SGRC committee comprises other 15 members – Deans from all the 6 faculties, Member of Management Council, and Students representative as well. The redressal procedure involves following steps –  
(a) On receipt of the grievance from any student, the copy is forwarded to the concerned college / department for say on the complain received. The matter is then placed before the SGRC along with the relevant Ordinances for decision as per the SGRC Rules 1998. While acting as Member Secretary SGRC, the knowledge of all the 6 faculties, the admission norms, examination rules and other regulations really expands the scope of the work as such.
- 3) RTI applications – The Deputy Registrar (PR) is also the Public Information Officer (PIO) for General Administrative Department (GAD) and the SGRC, Public Relations. All the applications received under the RTI Act are disposed off within 15 days from the date of receipt.
- 4) International Programs – The Dy Registrar (PRO) also acts as the coordinator for International Programs in coordination with the Director BCUD that is Board of College and Universities Development. The interaction with the visiting delegations and the follow up action to reach upto the MOU is looked after as a coordinator for International Programs.
- 5) Coordinator Officer for Assembly Sessions – The PRO also acts as a coordinator for providing timely information on all the assembly questions. The coordination with all the concerned departments of the University for

- the requisite information and then furnishing the same to the Nodal Officers is a crucial responsibility.
- 6) Interaction with Media – The University with over 7 lacs students and affiliation of 650 colleges and the huge stretch in 6 districts along the coastal line of Maharashtra always attract media attention. The delayed examination results, the abrupt change in the course or hike in the fees sometimes attracts criticism in the press. The PRO immediately interacts with the concerned department and the actual side of the administration is published as a clarification. If there are shortcomings on the part of administration, then personal dialogue is established for remedial measures. The PRO is part of each and every program of the University and hence the “Constructive Publicity” has been always been a policy.
  - 7) Public Relation – Internal & External – The Deputy Registrar (Public Relations) in active coordination with the Establishment Department as well as the Employees Unions of the University, act as a coordinator between the two sides. The Public Relation department has taken certain initiatives like sending official greetings to the Officers on the Birthdays or on the occasions of Promotions or other achievements. Thus the Public Relation is maintained “internally” as well. While the external public relation involves interaction with Officers of the Higher Education from Mantralaya and the Directorate of Higher Education, and Rajbhavan, University Grant Commission UGC as well.
  - 8) The Deputy Registrar (PRO) also acts as the Protocol Officer of the University especially in the interactions with the office of the President, Governor and other State Guests.
  - 9) The PRO is also member of the Disaster Management Committee – Mantralaya wherein the interaction with BMC, Airport Authorities, Railways, BEST, Fire Brigade, Hospitals and Police is essential for disaster management. The University also plays a nodal role as for BMC the varsity has devised a course for the officers.

10) Thus the working of the Department of Public Relations is like a Nucleus – a small department, - 1 Deputy Registrar, and his staff. However the sphere of interaction and the scope of the working is vast in true sense.

To summarise, The Deputy Registrar (PR) acts in the positions such as -

- (a) Member Secretary – SGRC
- (b) Coordinator – International Programs
- (c) Protocol Officer
- (d) Coordinator for Assembly Sessions
- (e) Public Information Officer (PIO) under RTI
- (f) Public Relation Officer.
- (g) Member – Disaster Management Committee – GoM

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